



MERU UNIVERSITY OF SCIENCE AND TECHNOLOGY

P.O. Box 972-60200 – Meru-Kenya

Tel: +254(0) 799 529 958, +254(0) 799 529 959, + 254 (0) 712 524 293,

Website: info@must.ac.ke Email: info@must.ac.ke

University Examinations 2024/2025

FIRST YEAR FIRST SEMESTER EXAMINATION FOR DOCTOR OF PHILOSOPHY IN
BUSINESS ADMINISTRATION AND MANAGEMENT

BBT 6100: ADVANCED RESEARCH METHODS FOR BUSINESS MANAGEMENT

DATE: JANUARY 2025

TIME: 3 HOURS

INSTRUCTIONS: Answer question *one* and any other *three* questions

QUESTION ONE (24 MARKS)

You have been commissioned by an international development organization to conduct an in-depth financial analysis of the economic growth and development in a rapidly expanding African capital city over the past two decades. This city has experienced significant changes driven by both local investments and foreign direct investments, leading to shifts in its economic landscape. The objective of your research is to evaluate how these changes have impacted the city's financial stability, living standards, business environment, and overall economic development.

Your study will focus on examining key financial indicators such as GDP growth rates, inflation trends, employment levels, foreign exchange rates, and the balance of trade. You will also analyze sectors like real estate, manufacturing, technology, and infrastructure to determine their contributions to the city's economic development. Particular attention will be

given to understanding the challenges and opportunities faced by local businesses and how government policies have influenced economic growth

In addition to financial indicators, your research will look at socio-economic factors, including income distribution, poverty rates, and access to basic services like education, healthcare, and housing.

aim is to assess the city's progress towards achieving sustainable economic development and identify areas that require strategic intervention.

Your analysis should incorporate data from various sources, including government reports, international economic databases, local business surveys, and interviews with stakeholders in the private sector. You are expected to utilize both qualitative and quantitative research methods to provide a comprehensive picture of the city's economic trends. Ultimately, your findings will help guide policymakers and investors in making informed decisions about future economic strategies.

Outline your research methodology by addressing the following points:

- i. Identify potential data sources for your financial analysis. For each source:
 - a) Classify it as primary, secondary, or tertiary data.
 - b) Explain your method for collecting or accessing this financial information.
 - c) For secondary data, specify the financial institution or organization you would obtain it from (e.g., Central Bank, Stock Exchange, World Bank). (4 marks)
- ii. Outline how you would analyze the following specific aspects:
 - a) The Role of microfinance institutions in supporting small businesses
 - b) Effect of international trade policies on the city's economic landscape (4 marks)
- iii. Discuss potential challenges in collecting historical financial data and how you would ensure data consistency and reliability across different periods. (4 marks)

- iv. Propose a framework for conducting a cost-benefit analysis of major urban development projects undertaken in the city. (4 marks)
- v. Describe how you would assess the city's credit rating changes over time and their impact on municipal finance. (4 marks)
- vi. Explain your approach to analyzing the relationship between the city's financial growth and its impact on income inequality and affordable housing. (4 marks)

QUESTION TWO (12 MARKS)

Differentiate between the following.

- a) Research methodology and research methods (4 marks)
- b) Stratified sampling and area sampling (4 marks)
- c) What elements should be included in a well-defined research problem? (4 marks)

QUESTION THREE (12 MARKS)

A retail company wants to understand how economic downturns affect consumer purchasing behavior. They have decided to conduct qualitative research.

- a) Explain the critical analysis process you would use to review existing literature on consumer behavior during recessions. (6 marks)
- b) What qualitative data collection methods would you employ, and how would you ensure the reliability and validity of your findings? (6 marks)

QUESTION FOUR (12 MARKS)

A public health organization is investigating the factors that influence dietary habits among teenagers in a specific urban area. The aim is to understand the role of socioeconomic status, peer influence, and access to healthy food options in shaping these habits.

- a) Identify the key variables in this study and describe how you would operationally define them to ensure accurate measurement. (6 marks)

- b) What ethical considerations should be taken into account when conducting this study, especially when collecting data from teenagers? (6 marks)

QUESTION FIVE (12 MARKS)

Outline the strategy for selecting a sample using each of the following sampling techniques:

- a) Simple random sampling (3 marks)
- b) Systematic sampling (3 marks)
- c) Stratified sampling (3 marks)
- d) Cluster sampling (3 marks)